

# yearbook sales

## marketing plan



**PLAN YOUR WORK, THEN WORK YOUR PLAN.** A detailed marketing plan will set your yearbook staff up for a successful sales campaign. Help your staff create and execute a sales plan that will generate excitement for the yearbook both with students and with parents and reach an overall goal of yearbooks ordered.

Commit to a strong group effort during the campaigns and keep a strong momentum going. Determine how you will create hype and a sense of urgency to buy a yearbook. Consider early bird incentives and contests. Advertise how many times individual students appear in the book to peak curiosity and the urge to buy.

- SET YOUR SALES DATES.** Plan each sale event and deadline around a 2-week objective. Use the first week of each sales campaign to create awareness and advertise, then follow up with an emphasis on sales.

FIRST YEARBOOK SALE DATES: (promote Early Bird Special with discounted price, \$5.00 - \$10.00 off)

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SECOND YEARBOOK SALE DATES: (promote Last Chance to Buy)

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- CONDUCT A BRAINSTORMING SESSION:**

Goals & Objectives	
Marketing Strategies	
Themes & Phrases (to be used in marketing)	
Events & Campaigns (such as parent conferences, school events & activities)	
Materials Needed	
Timelines & Deadlines	

**CREATE AND SET UP A PRINT & SOCIAL MEDIA ADVERTISING PLAN.**

Print Medium Options (posters, banners, flyers, order forms, school newsletter, etc.)	
Where and when would these be posted and handed out?	
Social Media Options Who will set up and manage? (Twitter, Facebook, instagram, school website, texts, email)	
Timeline for social media posts	
How will we entice students and parents to follow the accounts?	



*advertise*

**MARKET TO PARENTS.** Just remember, parents are busy and will need several reminders. A number of these communication ideas have already been created with messaging you can use, making your job (a little) easier.

Using the ideas you came up with during your brainstorming activities, take action to get the word out about the amazing yearbook you are producing and create an urgency to buy. Most often, parents are the ones to purchase the yearbook, so you will need to make sure they hear about your sale and not just once, but in multiple formats over the course of your sale.

Here are some effective ways to reach parents:

- Send home order forms and/or flyers with clear instructions on how to order.
- Email all parents and include a link to order online. Include early bird buy dates.
- Submit an article about the yearbook for the parent newsletter.
- Send out a pre-recorded phone call to parents.
- Post a link to order on your school's website.
- Set up ordering taking at school events - sporting events, conferences, etc.

**MARKET TO STUDENTS.** Here's where you get creative! This part will be face-to-face, direct marketing and more social media driven advertising.

- Create and hang posters around the school building (yes, even the bathroom).
- Share daily announcements during the 2-3 weeks of your campaign, and have fun with them.
- Record a video announcement created by your staff.
- Set up fun reminders on school computer wallpaper on how to order a yearbook.
- Post attention grabbing social media messages to generate interest and excitement about the yearbook.
- Other: \_\_\_\_\_



*complete,  
review &  
celebrate!*

**CELEBRATE YOUR SUCCESS!** You did it! While everything is still fresh, make a record of what worked well or what needs to be changed for next time.

- Enter sales into Pictavo.
- Update the sales goals and objectives your staff set.
- Celebrate a successful sales campaign.
- Have a party!